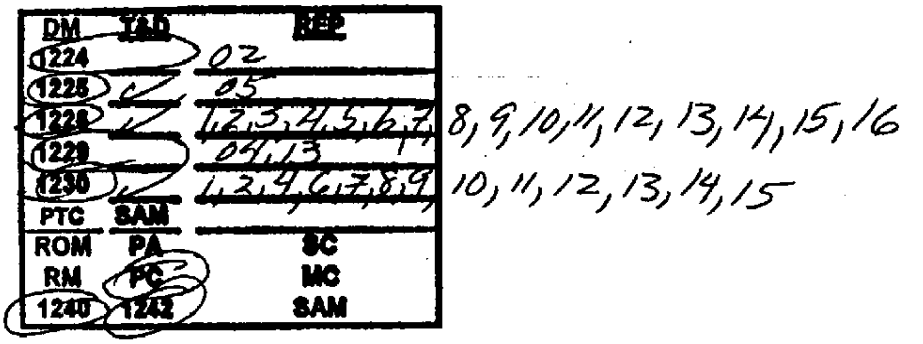
1210 - New York Metro ROU

From: Kuruc, G. Nick
To: *=AllIn1: Do Not Send PC Files; 1210 - New York Metro ROU; 1310 - Philadelphia ROU; 1510 - Hartford ROU; 1610 - Buffalo ROU; 2910 - Washington, DC ROU; 1700 - Pittsburgh Region
Subject: New Jersey Chain Division- April Promotion Schedule
Date: Mon, Mar 20, 1995 10:49AM

<<File Attachment: PROMOSC_.DOC>>



51855 0793

Source: https://www.industrydocuments.ucsf.edu/docs/ymxn0000

New Jersey Chain Division
April 1995 Promotion Schedule

Chain	Dating	Promotion	Field Sales Accountability
Jamesway Corporation (0937-00-00)	April 3-May 1 Effective April 3 (ongoing)	WINSTON Co-Marketing $4.00 off per carton (all styles Doral $1 per carton Buydown**	Place POS/Monitor stock levels Maintain POS to communicate price break
Quick Chek Food Stores (0919-00-00)	April	WINSTON Select 2 Pack Lighter (Shipped from Condolidated Simon Dist)	Ensure that promotion is displayed Maintain COURIER Stock levels and Floor Displays/POS
Pathmark Supermarkets (0522-00-00)	April 2-29	Doral $.50 off 2 Pack Program (Designated Stores- see letter)	Place floor displays per letter Recontact stores to replenish promos
Wakefern Food Corporation (all Shop Rite Stores)	March 26-April 22 April 23- May 13	Doral $ 2 Price Plus Worth $ 2 Price Plus	Place Shop Rite POS/Maintain Stock Levels Use Shop Rite signs where possible

** The ongoing MONARCH $ 1 per carton buy down in all Jamesway Stores will end on March 31. Effective April 1, a DORAL $1 per carton ongoing buy down will begin.

Note: Any questions regarding the above promotions should be directed to New Jersey Chain Accounts Manager, Nick Kuruc, Voice Mail # 43778

51855 0794

Source: https://www.industrydocuments.ucsf.edu/docs/ymxn0000

Corrected Schedule: Jamesway Corporation WINSTON Carton Promotion changed to pack promotion

New Jersey Chain Division
April 1995 Promotion Schedule

Chain	Dating	Promotion	Field Sales Accountability
Jamesway Corporation (0937-00-00)	April 3-May 1 Effective April 3 (ongoing)	WINSTON Co-Marketing $ .40 off per pack (all styles) Doral $1 per carton Buydown**	Place POS/Monitor stock levels Maintain POS to communicate price break
Quick Chek Food Stores (0919-00-00)	April	WINSTON Select 2 Pack Lighter (Shipped from Condolidated Simon Dist)	Ensure that promotion is displayed Maintain COURIER Stock levels and Floor Displays/POS
Pathmark Supermarkets (0522-00-00)	April 2-29	Doral $.50 off 2 Pack Program (Designated Stores- see letter)	Place floor displays per letter Recontact stores to replenish promos
Wakefern Food Corporation (all Shop Rite Stores)	March 26-April 22 April 23- May 13	Doral $ 2 Price Plus Worth $ 2 Price Plus	Place Shop Rite POS/Maintain Stock Levels Use Shop Rite signs where possible

** The ongoing MONARCH $ 1 per carton buy down in all Jamesway Stores will end on March 31. Effective April 1, a DORAL $1 per carton ongoing buy down will begin.

Note: Any questions regarding the above promotions should be directed to New Jersey Chain Accounts Manager, Nick Kuruc, Voice Mail # 43778

DM	T&Q	REP
1224		03
1226	✓	05
1228	✓	ALL
1229		04, 13
1236	✓	1, 2, 4, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

Source: https://www.industrydocuments.ucsf.edu/docs/ymxn0000